

### REMARKS

Claims 1-16 are pending in the present application and stand rejected. Claims have been 1, 5, 10, 11, 13, 14 and 16 have been amended. Claims 4 and 9 have been cancelled. Claims 17-19 have been added. The Examiner's reconsideration is respectfully requested in view of the above amendment and following remarks.

Claims 1-16 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Herz et al. (hereinafter "Herz").

With regard to claim 1, Herz does not disclose "product information provision means for, upon the receipt of an *information request regarding said product from a user* via said communication network, *furnishing the user* with the information concerning said product and said price of said product."

With regard to claim 4, Herz does not disclose "information provision means for presenting to an information request transmission source, upon the receipt of an *information request regarding said digital content from a user* via said communication network, *furnishing the user* with the information concerning said digital content and said charge for accessing said digital content."

With regard to claim 10, Herz does not disclose "a graphical-user interface, for receiving an information request regarding a product from a user, for sending said information request to said server, for displaying information concerning said product, a dynamically-set price of said product, and trends affecting the changes of said dynamically-set price, whereby said information is received from the server, for accepting a purchase request of said product from said user after said user has been provided said information, and for transmitting said purchase request to said server."

With regard to claim 11, Herz does not disclose “*receiving an information request from a user* regarding a product,” “*furnishing information to said user* concerning said product,” and “*accepting a purchase request from said user* for said product.”

With regard to claim 13, Herz does not disclose “*receiving an information request from a user* regarding a product” and “*furnishing to said user information* concerning said product upon the receipt of an information request via said communication network, and *furnishing to said user said price set* for said product at the time said information request is accepted.”

With regard to claim 14, Herz does not disclose “a process for *furnishing to a user information* concerning said product upon the receipt of *an information request regarding said product from said user* via said communication network, and *furnishing to said user said price set* for said product at the time said information request is accepted; and a process for *accepting a purchase request from said user for said product* that is issued after said information concerning said product and said price of said product have been provided.”

With regard to claim 16, Herz does not disclose “a process for *furnishing to a user information* concerning said product upon the receipt of *an information request for said product from said user* via said communication network, and furnishing to said user said price set for said product at the time said information request is accepted, and a process for *accepting a purchase request from said for said product* that is issued after said information concerning said product and said price of said product have been provided.”


Newly added claims 17-19 are also believed to be allowable over Herz.

Accordingly, claims 1, 5, 10, 11, 13, 14 and 16 are believed to be patentably distinguishable over Herz. The corresponding dependent claims are believed to be allowable for at least the reasons provided for the independent claims. Claims 17-19 are believed to be allowable as well. Withdrawal of the claim rejections under 35 U.S.C. § 102(e) is respectfully requested.

In view of the foregoing remarks, it is respectfully submitted that all the claims now pending in the application are in condition for allowance. Early and favorable reconsideration is respectfully requested.

Respectfully submitted,

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